



SAM LEVENTHAL

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KEYSKILLS

- **Social Media Tools**
 - » TweetDeck
 - » Twitter advanced search
 - » YouTube creator studio
- **Analytics Platforms**
 - » Twitter studio and reports
 - » Instagram insights
 - » Facebook reports
 - » Google Analytics
- **Operating Systems**
 - » Mac
 - » PC
 - » IOS
 - » Android
- **Adobe Creative Suite**
 - » Lightroom Classic & CC
 - » Photoshop
 - » InDesign
 - » Premiere Pro
 - » After Effects
 - » Audition
- **Copywriting**
- **Photo & Video**
 - » Studio lighting
 - » Pocket Wizard technology
 - » Canon, Nikon, and Sony DSLRs

RELATED EXPERIENCE:

Arizona Diamondbacks, Phoenix, AZ

Social Media Intern

January 2020-April 2020

- Aided Social Media managers in managing digital channels—growing D-backs TikTok to 14K followers from inception
- Constructed Wallpaper Wednesday ideas receiving 2.1k submissions
- Crafted Tweets and replies to engage with the Diamondbacks fanbase
- Published Snapchat and Instagram stories during spring training games
- Brainstormed and created ideas for the mascot social media
- Participated in weekly content & communications meetings

Fort Hays State University Athletic Department, Hays, KS

Sports Information Intern

August 2019-January 2020

- Increased social media following (500+ Twitter, 400+ Instagram)
- Designed basketball schedule posters, two media guide covers, 3 game day programs, and social media graphics
- Shot and edited soccer, football, and basketball hype videos
- Produced and ran video board graphics during games/matches
- Learned statistical input softwares (Genius and Statcrew)

Legacy Leagues, Trumbull, CT & Johnston, RI

Lead Manager for Creative Content

August 2016-August 2019

- Grew an emerging brand on social media (Instagram: 1.4K followers)
- Supervised 42 interns from 2016-to-present
- Managed directly photography and graphic design interns (4 interns)
- Created team logos, league apparel and templates for social media graphics
- Shot and edited promo videos
- Organized weekly content scheduling

Springfield College Communications Department, Springfield, MA

Student Photographer/Videographer

September 2016-May 2019

- Provided thousands of campus event photos for the college's online portal, publications, and Flickr
- Shot photos of marquee players at the Spalding Hoophall Classic (Zion Williamson, Cole Anthony, Onyeka Okungwu, Bol Bol, and more)

The Springfield Student, Springfield, MA

Photo & Design Editor/Staff Writer

August 2016-May 2019

- Created graphics using Photoshop, Lightroom, and After Effects
- Served as the lead designer of Pride Sports Journal and Men's Volleyball beat writer
- Wrote game and feature articles for various sports and events
- Crafted Search Engine Optimization for weekly Wordpress posts

EDUCATION:

Springfield College, Springfield, MA

Bachelor of Arts in Communications/Sport Journalism

May 2019

Minors in English, Marketing, and Sports Analytics

Cumulative GPA:

3.72/4.0

AWARDS:

- 2016 East Coast Region Men's Volleyball Reporter of the Year (Awarded by Off the Block; first-ever and only to come from a Division III institution)